

In re Patent Application of:
ALHADDAD ET AL
Serial No. 09/990,871
Filed: **NOVEMBER 16, 2001**

REMARKS

The specification has been amended to eliminate typographical errors noted by Applicants during their review of the above-identified application in the course of the study of the outstanding Office Action, and the claims have been amended to more particularly define Applicant's invention. Reconsideration of this application in light of the foregoing amendments and following remarks is respectfully requested.

Before discussing the rejection of claims 1-20 under the provisions of 35 U.S.C. § 102 as being clearly anticipated by the patent to Rogers 5,946,386, the present invention will be briefly reviewed, in order that differences between the invention, which Applicants respectfully submit patentably distinguishes claims 1-20 over the patent to Rogers and the cited prior art, may be more readily appreciated.

As is described in the initial portion of the present specification, beneath the heading "FIELD OF THE INVENTION", the present invention is directed to an enhanced computer workstation call handling mechanism, which may be termed "frequently asked question software" or FAQsoft for short, for use by call handling agents employing personalized response system based and forms-based software such as customer relationship management software in the course of servicing inbound or outbound telephone calls.

In fact, the entirety of the present application deals with a mechanism for relieving the burden of a customer relationship management operator of inquiring of the calling party of personal information about the calling party which is to be filled in to a customer relationship form, of the type that are frequently used in catalog order sales. As described

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in paragraph [04] on page 3 of the present specification, in the case of a catalog order center, a target application program will typically graphically display an order or business form on the call handler's terminal display. The displayed form contains respective information fields to which the call handler sequentially tabs and which are filled in by the call handler based upon answers to a series of questions such as name, address, phone number, item number, quantity, etc., that the call handler speaks to the calling party. It is the relief of the burden on the call intercepting operator in asking questions and filling in their responses to which the present invention is directed.

In this regard, the generic term "call handler" has been more particularly characterized in the claims as a customer relationship management (CRM) operator, to distinguish that type of operator from a standard operator who is interested merely in routing a call, as in the system described in the patent to Rogers et al 5,946,386.

Applicants have amended each of the claims of the present application to focus upon the customer relationship management aspects of the forms-based CRM application program to which the present invention, which program and the associated operations thereof are nowhere disclosed nor suggested by Rogers et al.

Rogers et al is directed to an automated system for expeditiously routing a call to its intended destination. Call routing is something to which the present invention is not directed, and, conversely, a forms-based customer relationship management software scheme is something to which the patent to Rogers et al is not directed.

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In more concisely defining the present invention by the above amendments to claims 1-20, Applicants have endeavored to focus upon the fact that the present invention is directed to a method and system of supplying one or more voice messages to a party and voice communication with the facility, by providing a voice message and retrieval system that is controllably operative to selectively playback a respective voice message stored therein, as well as the providing of a customer relationship management computer workstation with a forms-based CRM display interface that is operative to display a form containing a plurality of objects in association with a forms-based CRM application program employed by a CRM operator whose task it is to complete one or more forms displayed by the forms-based CRM display interface in the course of servicing the party.

Then, in response to the CRM operator performing a prescribed interaction with one or more selected objects displayed by the forms-based CRM display interface, the execution of one or more program processing actions by the forms-based CRM application program is modified so as to automatically trigger one or more actions, including the automatic playback of one or more prerecorded messages by the voice message storage and retrieval mechanism to the party that are effective to cause the party to voice information to the pre-recorded messages which information is filled into one or more prescribed fields of the forms-based CRM display interface while the CRM operator.

The patent to Rogers et al contains no disclosure or suggestion of this combination of features, since it is concerned with the routing of the call, rather than the filling in of a forms-based CRM application program.

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Any messages that are automatically played back by the system described by the patent to Rogers are for the purpose of enabling the calling party to reach its called destination, not to enable a CRM operator to efficiently fill in a form displayed on the CRM operator's workstation with information relating to the customer as typically encounter in a catalog order center and the like.

It is respectfully submitted that upon reconsideration, particularly in view of the manner in which the claims have been more concisely defined to focus upon a forms-based CRM application, as opposed to a call handler in general, and particularly since no prior art has been cited dealing with a forms-based CRM application program, that the amended claims patentably distinguish over the patent to Rogers and are therefore patentable.

As a further note, the patents cited in the enclosed IDS, specifically, patent nos. 6,222,542, 6,040,832, 5,903,269, and 5,889,518 are examples of patents that show the technique of hooking, one of the techniques employed by the present invention. However, these patents do not deal with forms-based CRM application programs and the manner of modifying such programs in accordance with the present invention.


Favorable reconsideration of this application and a Notice of Allowability of claim 1-20 are respectfully requested.

Should any minor informalities need to be addressed, the Examiner is encouraged to contact the undersigned attorney at the telephone number listed below.

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Please charge any shortage in fees due in connection with the filing of this paper, including Extension of Time fees, to Deposit Account No. 01-0484 and please credit any excess fees to such deposit account.

Respectfully Submitted,



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CERTIFICATE OF FACSIMILE TRANSMISSION

I HEREBY CERTIFY that the foregoing correspondence has been forwarded via facsimile number 571-273-8300 to MAIL STOP AMENDMENT, COMMISSIONER FOR PATENTS, this 20 day of July 2005.

L Love